

Phoenix Center Rezoning



PLANNING COMMISSION REPORT

Application



- **Request:** Rezone the Phoenix Center Subdivision from *B2/S1, Community Commercial/Special District* to *B2, Community Business District*
- **Applicant:** City of Madison
- **Property Owners:**
 - Management Services Group, LLC (150 & 250 Sun Temple Drive)
 - Cummins Capital, LLC (350 Sun Temple Drive)
 - Joseph C. Murphy (450 Sun Temple Drive)
 - Richard Wright & Tamara Pellant (550 Sun Temple Drive)
 - Anthony Gann (650 Sun Temple Drive)
 - Regina Dooley (600 & 500 Sun Temple Drive)
 - Welkin, LLC (700 Helios Drive)
 - AUM Capital, LLC (400 Sun Temple Drive)
 - Nguyen-Do, LLC (300 Sun Temple Drive)
 - Philemon S. Smith (750 Ascension Drive)
 - Vivian Hsu (200 Sun Temple Drive)

Location of Subject Property

The Subject Property is located east of Hughes Road and south of Madison Avenue

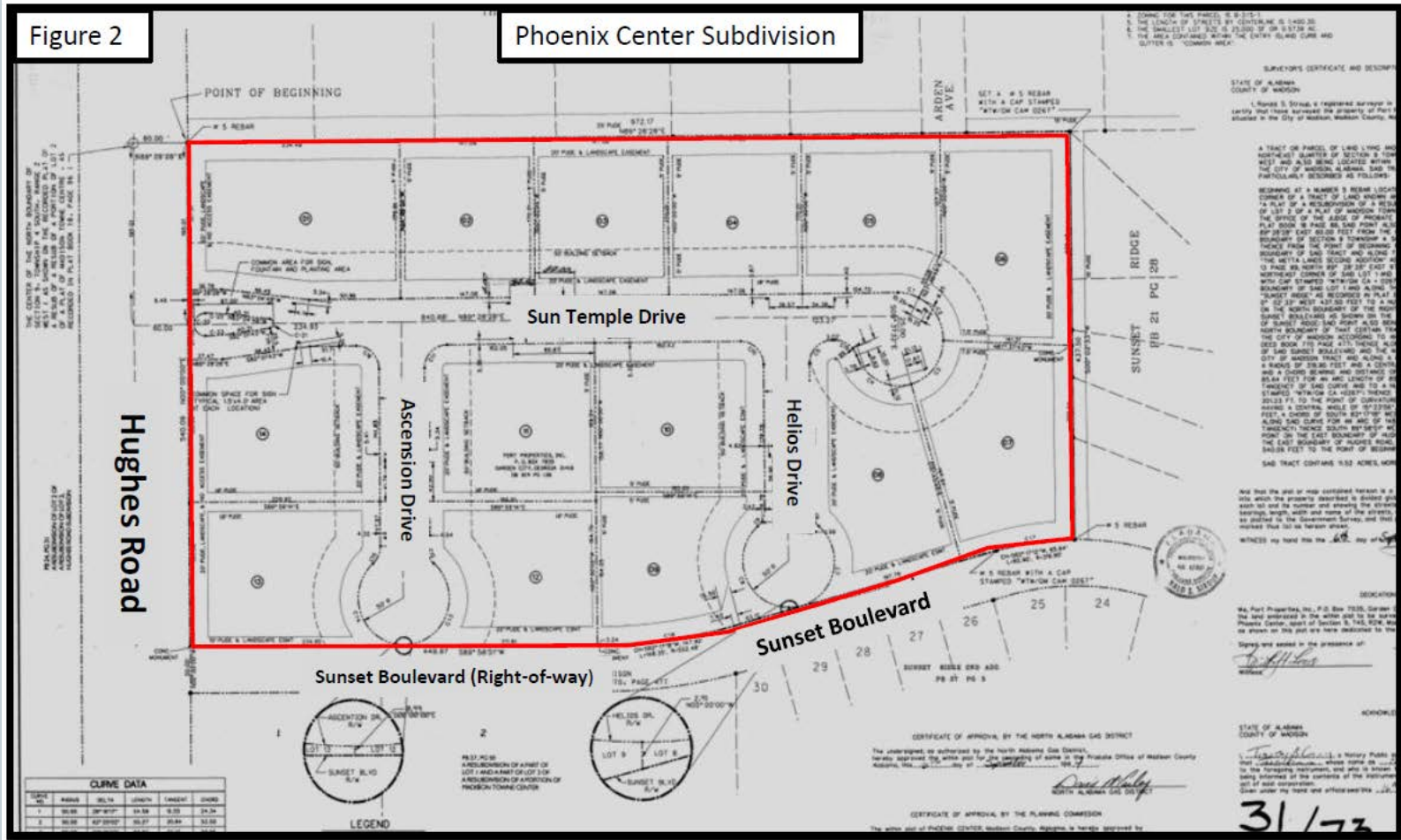


Background



Figure 2

Phoenix Center Subdivision



Background



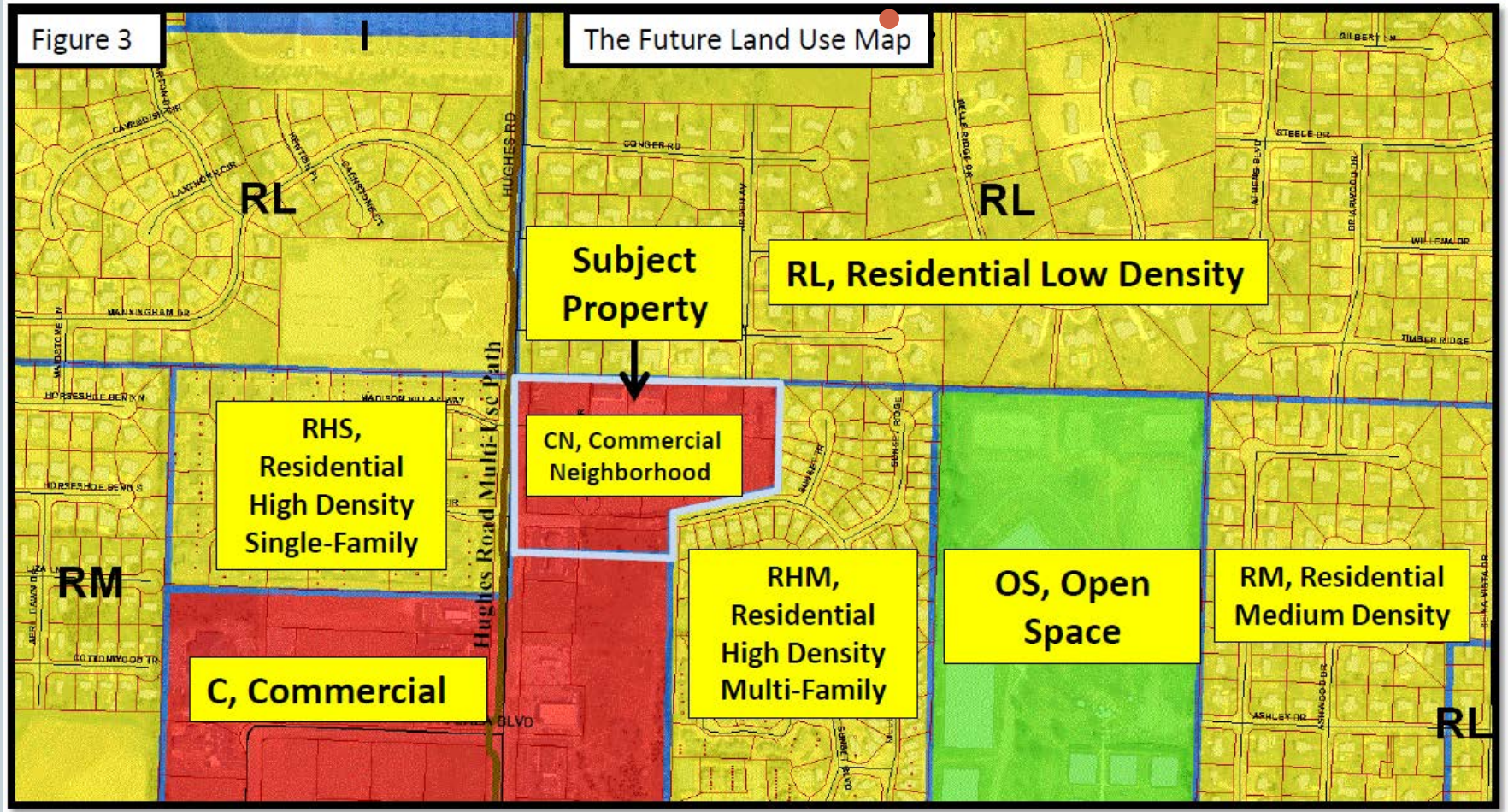
- The property was rezoned by the Madison City Council in August of 1993 from *R-4, Multi-Family Residential* to *B2/S1 Community Commercial/Special District*.
- The Phoenix Center Subdivision was approved by the Madison Planning Commission in October of 1994. The subdivision consists of 14 lots on 11.52 acres.
- The City Council voted to delete the *B2/S1, Community Commercial/Special District* from the Zoning Ordinance in September of 2014.
- The deletion of *B2/S1, Community Commercial/Special District* was part of an overall revision of all the commercial districts in the Zoning Ordinance.

Analysis of the Rezoning Request



- The staff has reviewed the compatibility, impact and benefit to the City, surrounding property owners and the owner/applicant of the rezoning. The Planning Commission should study and consider the proposed rezoning in relation to the following criteria. In preparing this report, the Technical Review Committee used the same criteria to formulate a recommendation of the proposed rezoning.

The Future Land Use Map



The Future Land Use Map



- The subject property has the following land use designation:
 - CN, Commercial Neighborhood.
- The adjoining properties have the following land use designations:
 - North - RL, Residential Low Density
 - East - RHM, Residential High Density Multi-Family
 - South - C, Commercial
 - West - RHS, Residential High Density Single-Family.

The Future Land Use Map



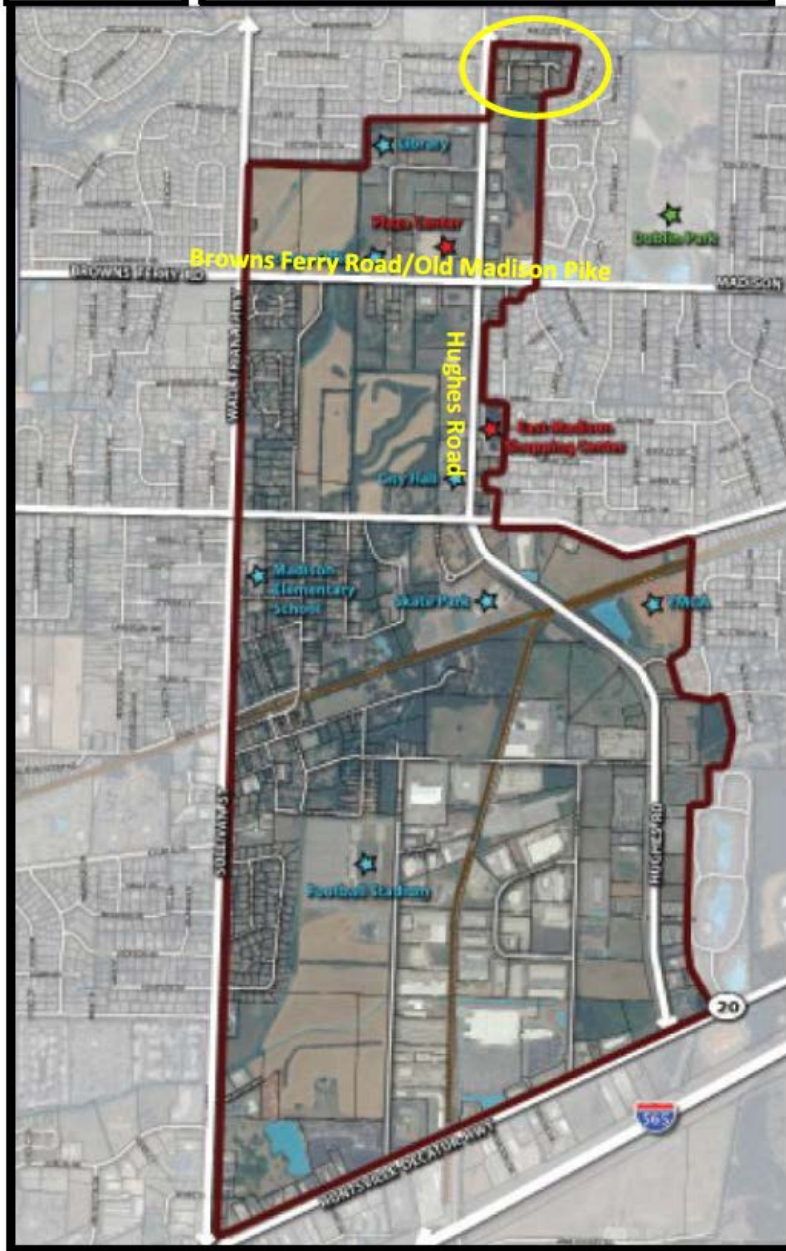
- The current zoning of *B2/S1, Community Commercial/Special District* and the Neighborhood Business District are both compatible with the land use designation of CN, Commercial Neighborhood.
- The proposed zoning district of *B2, Community Business District* is not compatible with this designation.
- Revisions to the commercial section of the Zoning Ordinance adopted in September of 2014 have beefed up landscaping, screening and architectural guidelines to make the *B2, Community Business District* the most compatible zoning district with adjoining and nearby residential districts. The permitted use table for commercial zoning districts was also modified and the permitted uses found in the *B2, Community Business District* are the most compatible with residential area.
- The *B1, Neighborhood Business District* has been modified to serve the city center area, including the historic downtown. This permitted uses in this district include outdoor entertainment that may not be as compatible with nearby residential areas.

The Growth Plan

The subject properties are located in the Midtown Key Development District and outlined in yellow on the preceding slide.

Figure 4

Mid-Town Key Development Area



The Growth Plan



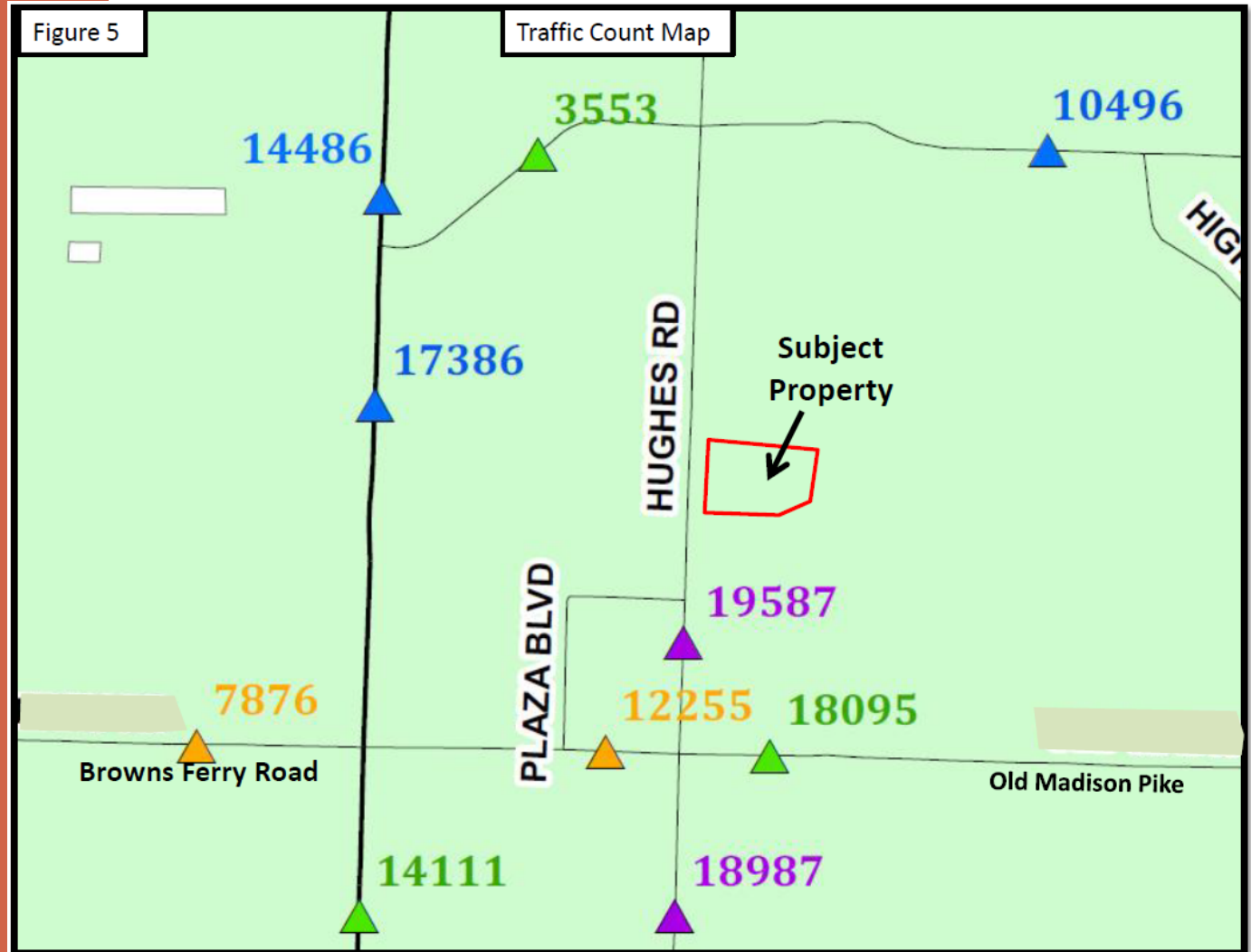
- The Goals for the Midtown Key Development Area focus on:
 - The historic downtown
 - Properties along Plaza Boulevard
 - Properties located in Madison Towne Center
- The Goals of the Midtown Key Development Area include:
 - Reinvestment in the center of hub of Madison
 - Creation of an atmosphere that draws residents out in the evenings and weekends.
- The *B1, Neighborhood Business District* would be best fit for much of the areas mentioned. This district allows outdoor entertainment and outdoor seating for restaurants.
- Because the subject properties extend northward above this rest of the Midtown Key Development Area and adjoins single-family neighborhoods to the north, east and west, the protection provided in the *B2, Community Business District* is the best fit for the subject properties

The Major Street Plan



- The Major Street Plan provides the following designation for nearby collector streets:
 - Old Madison Pike – Minor Arterial
 - Hughes Road – Minor Arterial
- Traffic Counts:
 - Old Madison - 18,095 trip per day
 - Hughes Road from Old Madison Pike to the point of access into the Phoenix Center - 19,587 trip per day.
- The traffic counts support community level services provided for in the B2, Community Business District.

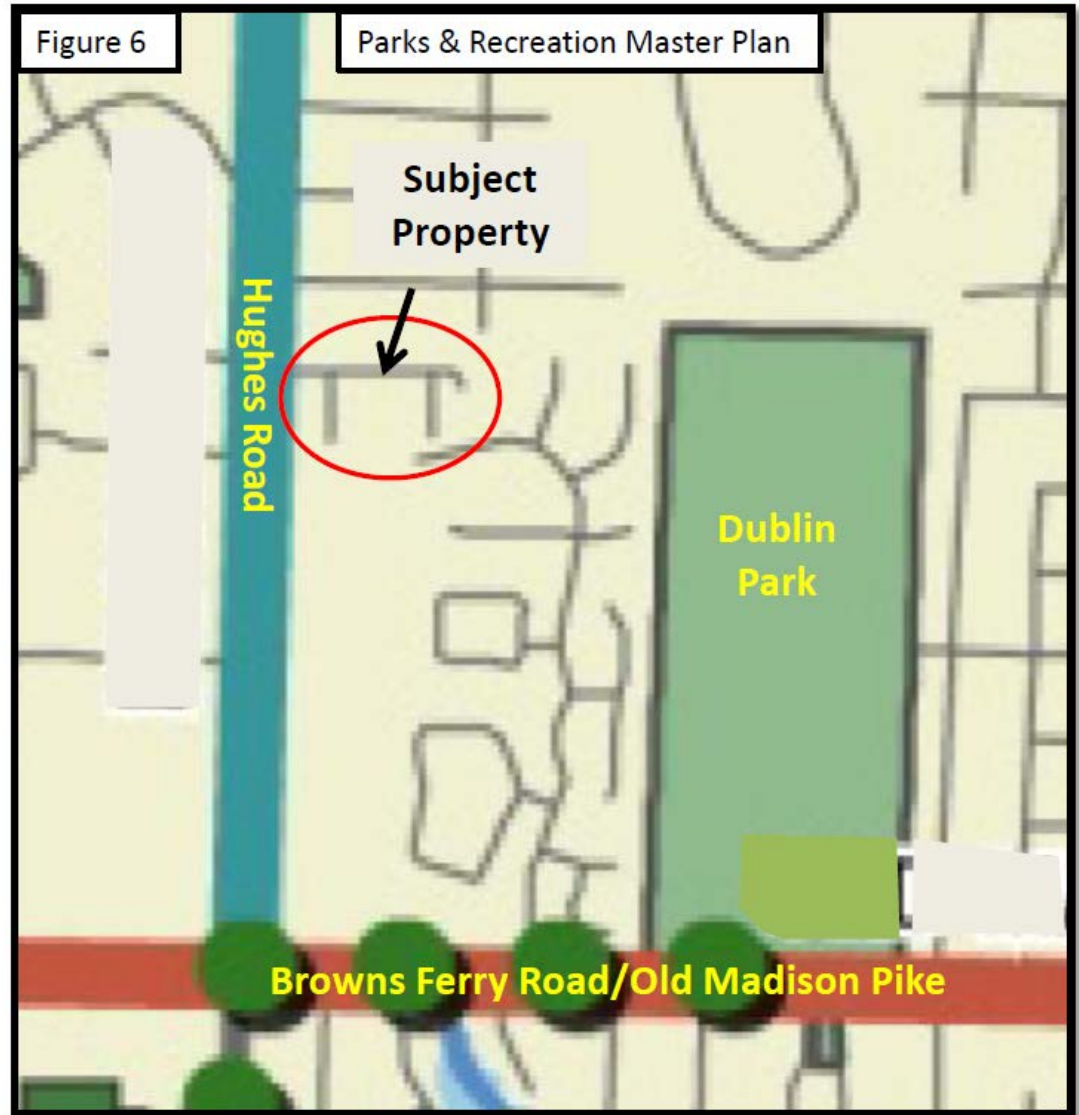
The Major Street Plan



The Parks & Recreation Master Plan

The Parks and Recreation Master Plan indicates that Dublin Park is located just east of the subject properties.

Because the rezoning proposal is from one commercial district to another commercial district and not to a residential district, it should not have an impact on the City's parks and recreations system.

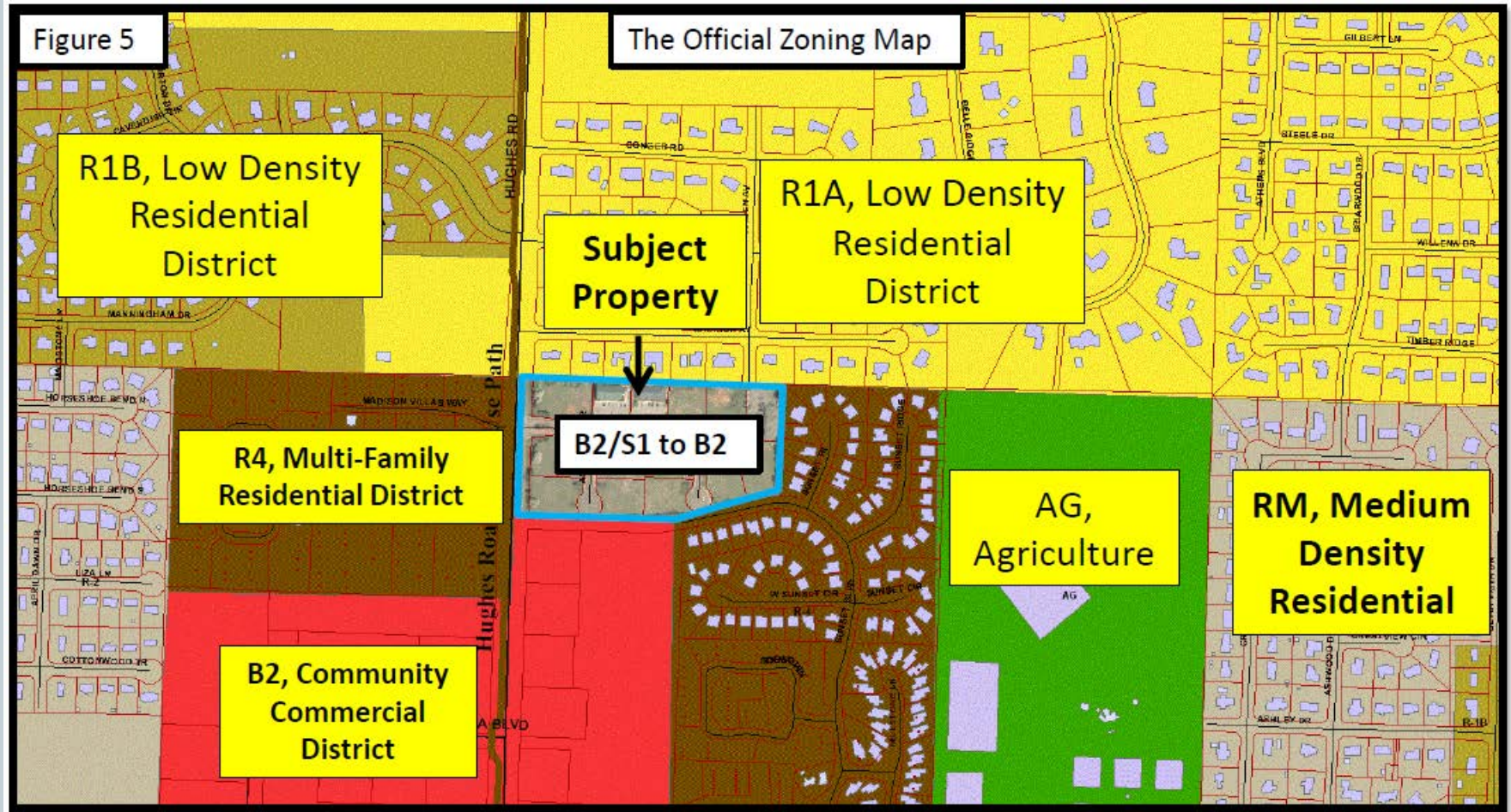


Existing Zoning & Overall Trend of Development



- **The adjoining properties are in the following zoning districts:**
 - North - R1A, Low Density Residential
 - East - R4, Multi-Family Residential
 - South - B2, Community Commercial
 - West - R4, Multi-Family Detached Residential

Existing Zoning & Overall Trend of Development



Public & Private Impact & Benefit



- The impact on the property owners will be beneficial for two reasons.
 - The *B2/S1, Community Commercial/Special District* has been removed from the Zoning Ordinance.
 - The *B2/S1, Community Commercial/Special District* zoning was very restrictive and most of the parcels remain undeveloped.
- The *B2, Community Business District* is the best fit for the adjoining and nearby residential properties because:
 - Recent revisions of the *B2, Community Business District* are designed be more compatible with residential neighborhoods.
 - Since the subdivision is fully constructed and already served by all utilities and streets, It should not significantly impact City services.
 - *B2, Community Business District* allows more permitted uses than *B2/S1, Community Commercial/Special District* making the Phoenix Center more attractive to retailers.

Staff Recommendation



- **Staff, and the Technical Review Committee recommends approval of the change in zoning of the Phoenix Center from B2/S1, Community Commercial/Special District 1 to B2, Community Business.**